



**TEXAS FOOD & FUEL
ASSOCIATION**

Target the **largest** petroleum marketer and c-store market in the United States

The Association Advantage

- ♦ Texas is the **largest petroleum marketer and c-store market** in the United States.
- ♦ Members **represent 4 out of 5** petroleum marketers in the state of Texas.
- ♦ On average, **our members own and operate 10 convenience stores each and supply to approximately 12 more.**
- ♦ Spending **approximately \$1.5 billion** annually, our members are in the market for a variety of products and services including:
 - ♦ Alcohol
 - ♦ Janitorial/Cleaning
 - ♦ Beverages/Food
 - ♦ Insurance
 - ♦ Coffee Services
 - ♦ Lottery
 - ♦ Credit Card Services
 - ♦ Petroleum/Fuel
 - ♦ Financial/Accounting
 - ♦ Tobacco

Who We Are — 2012 TPCA and TGCA Merge

Effective January 1, 2012, TPCA and TGCA (Texas Grocery and Convenience Association) will be combined to form the Texas Food & Fuel Association. This merger will create the nation's largest state organization dedicated to serving the fuel marketing, convenience, grocery and wholesale food industries. This exciting new venture will offer our members a valuable membership experience that reflects the scale and diversity of the fuel and food marketing industries in Texas.

Reach 4 out of 5 petroleum marketers in the state of Texas — contact your Naylor representative today!

For more information, please contact:

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2011-2012 Print Media Guide



Texas Food & Fuel Association Quarterly PRINT MAGAZINE WITH DIGITAL EDITION

Published four times a year, the magazine features coverage of the latest topics, trends and regulatory updates. Members rely heavily on this magazine to stay up to date about the newest products and services to hit the market. The *Journal* is also available to members in a fully- interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



2012-2013 Membership Directory ANNUAL DIRECTORY

Our "who's who guide" stays on the desks of top contacts at Texas Food & Fuel Association member companies all year long.

Southwest Fuel & Convenience Expo Program SHOW GUIDE

Increase booth traffic, highlight your products and services on display and showcase booth giveaways with an ad in the *Expo Program*.





TEXAS FOOD & FUEL ASSOCIATION

2012 Editorial Calendar*

Issue	Features	Ships
Quarterly, Winter 2012	Pre-Conference Issue	February 2012
Southwest Fuel & Convenience Expo Program		April 2012
Quarterly, Spring 2012		May 2012
Quarterly, Summer 2012	TBD	August 2012
2012-2013 Membership Directory		August 2012
Quarterly, Fall 2012	TBD	November 2012

*Features and/or themes are subject to change without notice.

2011 Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with the Texas Food & Fuel Association and strongly encourage our members to do business with vendors that support our association.

360training.com	Fuqua Consulting Services	PG&L, LLC
A & A Pump Company	Grissom & Thompson, LLP	PMP Corporation
A-1 Pump, Inc.	Grocery Supply Company & GSC	POJC Corporate Office
ADD Systems	Enterprises, Inc.	R & R Petro Services, Inc.
Alon USA Fina	Haskel Thompson & Associates	R.M. Stoof & Associates, Inc.
Altadis U.S.A., Inc.	Hawks Peanuts	Rax, Inc.
American Equipment Finance, LLC	Heartland Payment Systems	RDM Industrial Electronics
ATC Associates, Inc.	Hopkins Appraisal Services	Renewable Energy Group
B & J Equipment DFW Ltd	Image Solutions	Retail Inventory Service, Inc.
B & J Equipment, Ltd	Kadence Consultants	Rykin Pump Company
Baer Engineering	Kerusson Inspirational Products	S & D Coffee
Bic USA, Inc.	Kooler Ice, Inc.	Santa Fe Natural Tobacco Company
Blend Your Own Ethanol Campaign	Lane Supply, Inc.	Save-A-Lot
Blue Bell Creameries, LP	LBS, Inc.	Shazam, Inc.
Circle K Franchise	Leotek Electronics USA	Smokey Mountain Snuff
Citgo Petroleum	LJT Management Services, Inc.	SSCS, Inc.
Classic Industries, LP	Lundberg Survey	Take-a-Ticket, Inc. (TAT)
Coastal Transport	Mansfield Oil Co.	Tank Owner Members Insurance Co.
Commercial Foodservice Repair, Inc.	Mission Petroleum Carriers, Inc.	Texas Mutual Insurance Company
Commercial Kitchen Parts & Service	North West Micro Systems, Inc.	TriState Tank
Conoco Phillips	Nova Vision, Inc.	Twin Distributing
Cowtown Ice Vending, LLC	Oak Farms Dairy	United Petroleum Transports
D & H/United Pump	OPW	Valero Energy Corporation
Decoty Coffee Co.	Outcast Media	W.E.T.-Washing Equipment of Texas
FCStone, LLC	Padgett, Stratemann & Company, LLP	Wada Farms Potatoes
Federal Heath Sign Co.	PDI	Werts Welding
Federated Insurance	Petroleum Capital & Real Estate, LLC	White River Distributors
Five Star Maps, Inc.	Petroleum Equipment Service, Inc.	White-Tucker Company
Flying Star Transport	Petroleum Solutions, Inc.	Youngs Tank, Inc.

Texas Food & Fuel Association Quarterly Membership Directory

Southwest Fuel & Convenience Expo Program



Net Advertising Rates*

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1-2x	3-4x	5-6x
Double Page Spread	\$3,669.50	\$3,299.50	\$2,939.50
Outside Back Cover	\$3,229.50	\$2,979.50	\$2,739.50
Inside Front or Inside Back Cover	\$2,999.50	\$2,749.50	\$2,509.50
Full Page	\$2,469.50	\$2,219.50	\$1,979.50
2/3 Page	\$2,119.50	\$1,909.50	\$1,699.50
1/2-Page Island	\$1,819.50	\$1,639.50	\$1,459.50
1/2 Page	\$1,559.50	\$1,399.50	\$1,249.50
1/3 Page	\$1,239.50	\$1,119.50	\$989.50
1/4 Page	\$959.50	\$859.50	\$769.50
1/6 Page	\$759.50	\$679.50	\$609.50
1/8 Page	\$599.50	\$539.50	\$479.50

Black-and-White Rates	1-2x	3-4x	5-6x
Full Page	\$1,579.50	\$1,419.50	\$1,259.50
2/3 Page	\$1,369.50	\$1,229.50	\$1,099.50
1/2 Page	\$1,009.50	\$909.50	\$809.50
1/3 Page	\$799.50	\$719.50	\$639.50
1/4 Page	\$629.50	\$569.50	\$499.50
1/6 Page	\$479.50	\$429.50	\$379.50
1/8 Page	\$389.50	\$349.50	\$309.50

***Texas Food & Fuel Association members will receive a 10% discount on the above rates as well as a 30% savings in exhibit booth space at the Southwest Fuel & Convenience Expo!**



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).





Texas Food & Fuel Association Quarterly – digital edition

Digital Edition – www.naylornetwork.com/tpca/

In addition to print, *Texas Food & Fuel Association Quarterly* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertisers' website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice.
- Increase traffic to your website.
- Interact with viewers to facilitate the buying process.
- Generate an immediate response from customers.

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes.
- Perform a keyword search of the entire magazine.
- Navigate and magnify pages with one click.
- View issues instantly from most smart phones.
- Read the issue online or download and print for later.
- Share articles on third-party news and social networking sites.
- Use tabs to view archives, find a list of articles for one-click access and more.

Ad Positions



eSponsorship | \$1,499.50 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation, video and sound capabilities are available to help bring your message to life.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address.

eToolbar | \$749.50 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,499.50 per issue

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$299.50

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

Introducing **AD-JOLT!**



**SEE YOUR AD
COME TO LIFE.**

Uda quam et moluptate molensae autatum at ut aut quo illit, laudam, sintorerrum et facies molestotati nos mo te por aut ea voluptur adit et equiescit volerumer et laut voluptat fugiae cus minvel iperunt explaudam ra venuptia adignist que odit ea verum ei officatur sim lum quo mos acca quaa rem am re labor aborero bra quam era porpare eos aut aut volorecias de porionibusio magratatit deoppatitit ut a que tessusant qmim quunda

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*Transform your static pdf ad into dynamic
animated messages via Ad-Jolt.*

Ad-Jolt gives you an advantage by generating impact with
an energizing message that attracts your viewers.

Go to <http://tinyurl.com/33d97k9> or click here to experience it live!

Jolt your ad for \$299.50* by contacting a Naylor Sales Representative and get your ad to stand out in our digital magazine edition.

**Ad-jolt does not include ad reservation fees.*

 **naylornet**
Online Solutions for Associations

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

Double Page Spread Bleed 17" x 11.125"	Full Page Bleed 8.625" x 11.125"	Full Page No Bleed 7" x 9.5"	2/3 Page Horizontal 7" x 6.333"	2/3 Page Vertical 4.583" x 9.5"	
1/2 Page Horizontal 7" x 4.583"	1/2 Page Long Vertical 3.333" x 9.5"	1/2 Page Vertical/Island 4.583" x 7"	1/3 Page Square 4.583" x 4.583"	1/3 Page Horizontal 7" x 3"	1/3 Page Vertical 2.166" x 9.5"
1/4 Page Horizontal 4.583" x 3.333"	1/4 Page Vertical 3.333" x 4.583"	1/6 Page Horizontal 4.583" x 2.166"	1/6 Page Vertical 2.166" x 4.583"	1/8 Page Horizontal 3.333" x 2.166"	1/8 Page Vertical 2.166" x 3.333"

Directory/Program Trim Size: 5.75" x 8.5"

Double Page Spread Bleed 11.75" x 8.75"	Full Page Bleed 6" x 8.75"	Full Page No Bleed 5" x 7.5"	2/3 Page Horizontal 5" x 4.916"	
1/2 Page Horizontal 5" x 3.666"	1/2 Page Vertical 2.333" x 7.5"	1/3 Page Horizontal 5" x 2.333"	1/3 Page Vertical 2.333" x 4.916"	1/4 Page Horizontal 5" x 1.666"
1/4 Page Vertical 2.333" x 3.666"	1/6 Page Horizontal 2.333" x 2.333"	1/8 Page Horizontal 2.333" x 1.666"		

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



Online Specifications

For more information, visit <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

Digital Edition

eSponsor

- 550 x 480 pixels; minimum resolution is 150 dpi
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button); minimum resolution is 150 dpi
- JPG only (no animation)

***Digital Edition Flash Guidelines**

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nextbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`

eSkyscraper

- 200 x 783 pixels; minimum resolution is 150 dpi
- JPG only (no animation)

- Bitmaps should have “smoothing enabled” for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

Please note: File size for static ad submissions must not exceed 100 kb.

Texas Food & Fuel Association Quarterly Membership Directory Southwest Fuel & Convenience Expo Program



Index of Advertisers Categories

Our publications feature an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. **Limit of three categories per company.** *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|--|--|---|
| <input type="checkbox"/> Accounting Services | <input type="checkbox"/> Dairy Products & Accessories | <input type="checkbox"/> Inventory Control/Services |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Deli Foods | <input type="checkbox"/> Janitorial Services |
| <input type="checkbox"/> Age Verification | <input type="checkbox"/> Drums | <input type="checkbox"/> Leak Detection |
| <input type="checkbox"/> Alcohol (Beer & Wine) | <input type="checkbox"/> Emergency Response Numbers | <input type="checkbox"/> Legal Services |
| <input type="checkbox"/> Audio & Intercom Systems | <input type="checkbox"/> Employment/Personnel | <input type="checkbox"/> Lottery |
| <input type="checkbox"/> Audio Tapes, CDs, Cassettes | <input type="checkbox"/> Energy Services/Lighting | <input type="checkbox"/> Lubrication & Petroleum Equipment |
| <input type="checkbox"/> Automated Fueling | <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Novelty/Promotional Products |
| <input type="checkbox"/> Automated Teller Machines | <input type="checkbox"/> Environmental Engineering | <input type="checkbox"/> Oil Companies |
| <input type="checkbox"/> Bakery Goods & Equipment | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Pay Telephones |
| <input type="checkbox"/> Beverages (Non-Alcoholic) | <input type="checkbox"/> Fast Foods/Branded | <input type="checkbox"/> Petroleum Handling Equipment |
| <input type="checkbox"/> Building Structures & Canopies | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Petroleum Equipment - Sales, Service, Installation |
| <input type="checkbox"/> Cabinets - Custom Design & Installation | <input type="checkbox"/> Food & Beverage Distributors | <input type="checkbox"/> Petroleum Refiners & Marketers |
| <input type="checkbox"/> Car Wash Equipment | <input type="checkbox"/> Food Service Equipment | <input type="checkbox"/> Petroleum Transportation |
| <input type="checkbox"/> Cathodic Protection | <input type="checkbox"/> Franchise Opportunities | <input type="checkbox"/> Prepaid Phone Cards |
| <input type="checkbox"/> Cigarettes | <input type="checkbox"/> Frozen Foods | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Civil & Environmental Engineering | <input type="checkbox"/> Fuel Additives | <input type="checkbox"/> Point of Purchase/Point of Sale |
| <input type="checkbox"/> Coffee Services | <input type="checkbox"/> Fuel & Service Work | <input type="checkbox"/> Pet Supplies |
| <input type="checkbox"/> Communication Systems | <input type="checkbox"/> Gas/Auto-Related | <input type="checkbox"/> Refrigeration Equipment |
| <input type="checkbox"/> Computer Hardware/Software | <input type="checkbox"/> Gas Pumps & Equipment | <input type="checkbox"/> Re-image & Fascia Systems |
| <input type="checkbox"/> Confectionary & Candy | <input type="checkbox"/> General Merchandise | <input type="checkbox"/> Tanks |
| <input type="checkbox"/> Construction/Designers | <input type="checkbox"/> Grocery Wholesale Distributors/Convenience Stores | <input type="checkbox"/> Tobacco Products |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Health & Beauty Aids | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Convenience Store Suppliers | <input type="checkbox"/> Insurance | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Convenience Stores | <input type="checkbox"/> Insurance - Employee Benefits | _____ |
| <input type="checkbox"/> Credit Card Services | <input type="checkbox"/> Insurance - Underground Storage Tanks | _____ |

One free listing with any size ad. Additional listings are \$20.00 each. Limit of three categories per company. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

